

AMERICAN NURSEYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LV No. 8

APRIL 15, 1932

Per Copy 15c

"PROSPERITY is
—just around the corner"

Let Us
help

find and
catch it!

S. & H.
GOOD
STOCK

is the
best bait
to catch

GOOD BUSINESS



DEPARTMENTAL - - -
COMPLETE SUPPLY

1500
acres

BULLETIN NO. 1
DEPRESSION PRICES

39 STATE ST.

ROCHESTER, N. Y.

American Fruits Publishing Co.

Write for Samples and Price List

SAXOLIN

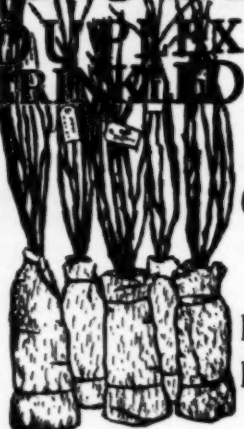
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**COSTS
LESS THAN
BURLAP**

**MAKES
CLEAN - NEAT
BUNDLES**

**DOES A
BETTER JOB**

**KEEPS THE
MOISTURE IN**



We will send full size working samples that will prove in your own shipping room that **SAXOLIN** is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

SAXOLIN is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try **SAXOLIN** now and be ready for your next shipping season.

CHASE BAG CO.

Specialty Dept. - Cleveland, Ohio

The Preferred Stock



BALANCE

Means much these days! Let's keep our minds steady, our courage strong and our assortment complete!

We've noticed a very definite pick up in business during the last few weeks. Are you getting your share? There's some mighty fine stock listed in our current Bulletin—the best values in years.

NEW! HYBRID RUGOSA ROSE

Vanguard (G. A. Stevens, 1932)

VANGUARD—Orange salmon bloom, like that of Miss Lolita Armour (see Bulletin No. 7 for complete description) \$10 per 10, \$75 per 100, \$650 per 1000.

At your service,

JACK & PERK

Jackson & Perkins Company
Wholesale Only
Newark, New York.

SPRING -- 1932

CAR LOTS

APPLE, CHERRY—1 and 2 years

ELM—Sizes up to 3 inch

MAPLE, SOFT—Up to 4 inch

MAPLE, NORWAY—Up to 1 1/4 inch

PEONIES—50,000, 3 to 5 eyes

BARBERRY—12/15, 15/18 and 18/24

SPIREA, V. H.—3/4 and 4/5

ARBOR VITAE, GLOBE—12/18, 18/24, 2/2 1/2 and 2 1/3

ARBOR VITAE, PYRAMIDALIS—3/4 and 4/5

PINE, MUGHO—15/18, 18/24 and 2/2 1/2

SPRUCE, NORWAY—Very bushy and compact, 18/24, 2/2 1/2, 2 1/3, 3/3 1/2, 3 1/4, 4/4 1/2 and 4 1/5

A general line of other items in lesser quantities.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Established 1875

LARGEST NURSERY IN INDIANA

PEAT MOSS

THE BIG BALE

20 bushels finely granulated high quality peat moss.

ATKINS & DURBROW, Inc.,
165-D John St.
New York, N. Y.



Wayside Gardens

**HARDY PERENNIAL PLANTS
EXCLUSIVELY**

Write for Trade List

THE **WAYSIDE GARDENS** CO.
MENTOR, OHIO

THIS DEPARTMENT REPRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting in West Baden Springs, Ind.—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT



EVERGREEN TREES

For Ornamental or Forest Planting

Trees of known quality; raised from SEED at our Nurseries under personal supervision, based on 20 years' experience. All varieties. Sizes range from seedlings, thru 3, 4 or 5 year transplants, up to 20 feet tall. Prices astonishingly reasonable. Write for Catalog and know about our guarantee.

FRANKLIN FORESTRY Co.

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NURSERY AT COLRAIN - SUDBURY - PLYMOUTH

LINING OUT STOCK

EVERGREENS TREES SHRUBS

Send for our price list of
**HARDY NATIVE TREES, SHRUBS,
and PLANTS**

L. E. WILLIAMS NURSERY CO.
Exeter, N. H.

Cuthbert RASPBERRY PLANTS

Strictly mosaic-free plants suitable for foundation stock. Have passed three inspections this year.

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PUTNEY, VERMONT

TAXUS CUSPIDATA CAPITATA
THE ONLY HARDY UPRIGHT YEW
Should supersede Arborvitae for hedge purposes

AZALEAS (EVERGREEN & DECIDUOUS)

MAGNOLIAS Large Flowering

RHODODENDRON HYBRIDS
and other scarce items.

Send us your list of requirements with full particulars as to quantities, varieties and sizes.

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RUTHERFORD, N. J.

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THE NORTH-EASTERN FORESTRY CO.

"We Grow Our Own Trees"
CHESHIRE, CONNECTICUT

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You should be represented
in this department regularly.

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Chief Exponent of the Trade

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American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. July 19-21, 1932; West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal. Sept. 22-24, Riverside, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Russell Harmon, Stroudsburg, Pa.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association—H. Fliel, Secy., Lynbrook, L. I.

Ass'n of Kansas Nurserymen—Charles Scott, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., Sparta.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen—N. I. W. Kriek, Secy., Lansing.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association—William A. Weber, Secy., Affton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick.

New York Nurserymen's Association—Charles J. Maloy, Secy., Rochester.

Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Roy, 5310 Belle Isle Ave., Okla. City.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. Aug. 30-31, Sept. 1, 1932, Portland, Ore.

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Rhode Island Nurserymen's Association—V. A. Vanicek, Secy., Newport.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, secy., Ipswich.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—L. B. Merrick, Secy., Merrick Nursery, Whittier, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Secy., Charlotte, N. C. 1932: August 24-25, Chattanooga, Tenn.

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Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg. August 15, Roanoke.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Secy., Estevan, Sask.

Wisconsin Nurserymen's Association—M. C. Hepler, secy., Pardeeville.

LESS THAN FOUR CENTS A WEEK—
AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90.

RHODODENDRONS ARE OUR SPECIALTY

Meet spring demand for shrubs with LaBars' Rhododendrons, Azaleas, and related broad leaf evergreens. More than one million nursery-grown plants in our Pennsylvania, West

Virginia, and North Carolina nurseries ready to ship! 24 hour service. Successfully served a discriminating clientele thirty years.

Write for catalog.

• **LABARS'**

RHODODENDRON NURSERY
BOX E **STROUDSBURG, PA.**



4 Nurseries—1,000 acres
Largest growers of America's most beautiful native shrubs

FREDONIA GROWN

Grapes, Currants, Gooseberries
Blackberries and Raspberries

A complete stock in all the standard varieties including the new

Fredonia, Ontario & Portland Grapes
IN SURPLUS

5,500 Red Jacket Gooseberry.....1 yr. cl.
5,000 Cumberland transplants.....No. 1
25,000 Concord Grape.....2 yr. 1
6,000 Niagara Grape.....2 yr. 1
5,000 Worden Grape.....2 yr. 1

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FOSTER NURSERY CO. Inc.
FREDONIA, N. Y.

Office and storage one block off Route 20

1847



1932

A complete line of trees, shrubs, evergreens and fruits.

Write for a circular on our new automatic planting machine.

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MONROE
NURSERY

I. E. ILGENFRITZ' SONS COMPANY
Monroe, Michigan

Your Advertisement In This Size Space

Will Go Into

Every State In the Union

\$9.40 per Issue

(Under Yearly Term, \$8.45)

AMERICAN NURSERYMAN
P. O. BOX 124 **ROCHESTER, N. Y.**

An Opportunity For You to Save Some Money

The following list of Nursery Stock is on leased land and, as we cannot renew the lease, it must be moved this Spring.

If you can use any, or all, of it make us an offer for what you can use.

American Arbor Vitae, 7-8 ft., 6-7 ft., 5-6 ft., 4-5 ft., 3-4 ft., 2-3 ft.	Scotch Pine, 6-7 ft., 5-6 ft., 4-5 ft., 3-4 ft., 2-3 ft.
Hemlock Canadensis, 6-7 ft., 5-6 ft., 4-5 ft., 3-4 ft., 2-3 ft.	Norway Spruce, 8-9 ft., 6-7 ft., 5-6 ft., 4-5 ft., 3-4 ft., 2-3 ft.
Retinospora Plumosa, 2-3 ft., 18-24 in., 12-18 in.	American Elm, 2-2½ in. cal., 14-16 ft.; 1½-2 in. cal., 12-15 ft.
Retinospora Plumosa aurea, 2-3 ft., 18-24 in., 12-18 in.	Silver Maple, 1½-2 in. cal., 12-15 ft.; 1¼-1½ in. cal., 10-12 ft.
Japanese Red Pine, Densiflora, 6-7 ft., 5-6 ft., 4-5 ft., 3-4 ft., 2-3 ft.	Lombardy Poplar, 10-12 ft., 8-10 ft.
Japanese Red Pine, Resinosa, 3-4 ft., 2-3 ft.	Catalpa Bungei, 3 yr. heads, nice stock.
	Prunus Pissardi, 6-7 ft., 5-6 ft., 4-5 ft.
	Prunus Othello, 6-7 ft., 5-6 ft., 4-5 ft.

LET US QUOTE ON YOUR WANT LIST FOR OTHER STOCK

ROCKFALL NURSERY COMPANY

ROCKFALL, CONN.

Rhododendrons, Kalmias and Azaleas

We can supply both collected and nursery-grown plants of the above in any quantities and sizes.

Orders booked now for fall and spring shipments.

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LINVILLE, NORTH CAROLINA

Price list upon application

Address all communications to:
L. A. and P. J. A. Berckmans, associates,
Washington Road, Augusta, Georgia

SEEDLINGS—SCIONS

Apple Seedlings—French Crab
Mahaleb Seedlings—Western grown
Apple Scions—50 varieties
Grafting Supplies, Grafting Thread,
Knives, Tape, Wax

Send for complete list.

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Kansas

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A Book for Every Home Owner

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of high quality

LINING OUT STOCK

and at lower prices

Prices are so low that you can not afford to be without your needs in Lining Out Stock. Good selections of varieties and sizes are still available . . . rush your order now and you can plant as soon as the weather permits . . . all deciduous items are in storage and we can ship immediately. All evergreens are freshly dug for each order. Don't overlook that we have 400 acres in

Transplanted Ornamentals

. . . Trees, Shrubs, Evergreens, Vines, Perennials, and Rock Garden Plants.

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Naperville, Illinois

Waterlilies & Fancy Fish

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INDEPENDENCE, OHIO

SCARFF'S NURSERY
Small Fruit Plants
Shrubs—Evergreens
And Lining Out Stock
Grown in the Heart of Ohio
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NEW CARLISLE, OHIO

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HAND COLORED PHOTOGRAPHS
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CHASE BAG CO.

Specialty Dept. - Cleveland, Ohio

"THE AMERICAN LINE"

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

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APPLE, CHERRY—1 and 2 years

ELM—Sizes up to 3 inch

MAPLE, SOFT—Up to 4 inch

MAPLE, NORWAY—Up to 1 1/4 inch

PEONIES—50,000, 3 to 5 eyes

BARBERRY—12/15, 15/18 and 18/24

SPIREA, V. H.—3/4 and 4/5

ARBOR VITAE, GLOBE—12/18, 18/24, 2/2 1/2 and 2 1/3

ARBOR VITAE, PYRAMIDALIS—3/4 and 4/5

PINE, MUGHO—15/18, 18/24 and 2/2 1/2

SPRUCE, NORWAY—Very bushy and compact, 18/24, 2/2 1/2, 2 1/2/3, 3/3 1/2, 3 1/2/4, 4/4 1/2 and 4 1/2/5

A general line of other items in lesser quantities.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Established 1875

LARGEST NURSERY IN INDIANA

PEAT MOSS

The G P M trade mark means more and more every day. Its absolute trustworthiness and the uniform dependability of the product makes it the natural choice of discriminating buyers.

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New York, N. Y.

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HARDY PERENNIAL PLANTS
EXCLUSIVELY

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Trees of known quality: raised from SEED at our Nurseries under personal supervision, based on 20 years' experience. All varieties. Sizes range from seedlings, thru 3, 4 or 5 year transplants, up to 20 feet tall. Prices astonishingly reasonable. Write for Catalog and know about our guarantee.

FRANKLIN FORESTRY Co.

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NURSERIES AT COLRAIN -
SUDBURY - PLYMOUTH

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By reading regularly a trade journal which covers the trade news. Progressive Nurserymen who do this possess an undoubted advantage in business plans and in their transactions.

TAXUS CUSPIDATA CAPITATA

THE ONLY HARDY UPRIGHT YEW
Should supersede Arborvitae for hedge purposes

AZALEAS (EVERGREEN & DECIDUOUS)

MAGNOLIAS Large Flowering

RHODODENDRON HYBRIDS

and other scarce items.

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Cuthbert RASPBERRY PLANTS

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Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

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\$2.00 per year; two years for \$3.00. A one-inch advertisement for \$2.10; under yearly term, \$1.90.

More \$ \$ \$ by Saving Cents

With today's low prices, your surest way to increase profits is (1) to sell more stock (2) at lower production and selling cost. You can do this with the complete, practical information available now for the first time in



The Modern Nursery

By ALEX LAURIE

and

L. C. CHADWICK

For nurserymen, florists—everyone who grows or sells ornamental or fruit plants—it is as necessary as a mariner's chart to an ocean pilot. Commencing with a survey of the nursery business, it contains chapters on the location and layout of the nursery; tools; structures for propagation; soils and fertilizers; several chapters on the different methods of propagation, all containing the latest results of practical research; cultural practices; control of pests; storage, packing and grading; office management; selling methods; nursery laws and quarantines; and plant patents.

C. E. Cary, Educ. Director of the A. N., says: "With a copy at hand for ready reference the various workers in the nursery can now determine the correct solution to the many problems that are presented day by day. The general manager, the field foreman, propagators, packers, and salesmen, in fact all nursery employees can read it, study it, and profit thereby."

A nurseryman says: "It will save some nurserymen hundreds—perhaps thousands—of dollars this coming season to read the propagating tables alone."

An editor says: "No matter what literature a nursery concern or an individ-

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AMERICAN NURSERYMAN — May 1, 1932

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L. M. GEMINDER
General Manager

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WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

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